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10/030,277	04/22/2002	Soung-Ho Lee	29347/20003	9012

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James P Zeller
Marshall O'Toole Gerstein Murray & Borun
6300 Sears Tower
233 South Wacker Drive
Chicago, IL 60606-6402

EXAMINER

HAMILTON, MATTHEW L

ART UNIT	PAPER NUMBER
3622	

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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	10/030,277	LEE, SOUNG-HO	
	Examiner	Art Unit	
	Matthew L. Hamilton	3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 22 April 2002.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-9 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-9 is/are rejected.
- 7) ☒ Claim(s) 9 is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 22 April 2002 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some * c) ☐ None of:
1. ☒ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Status of Claims

1. This action is in reply to the application filed on 22 April 2002.
2. Claims 1-9 are currently pending and have been examined.
3. **Examiner's Note:** The Examiner has pointed out particular references contained in the prior art of record within the body of this action for the convenience of the Applicant. Although the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim, other passages and figures may apply. Applicant, in preparing the response, should consider fully the entire reference as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior art or disclosed by the Examiner.

Claim Rejections - 35 USC § 112

4. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.
5. Claims 3 and 8 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. The above claims use the acronyms ADSL, DSU and DVD without first providing their textual meaning as required. For examination purposes, the Examiner will interpret ADSL, DSU and DVD as Asymmetric Digital Subscriber Line (ADSL), Data Service Unit (DSU) and Digital Versatile Disk or Digital Video Disk (DVD).

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Claim Objections

6. Claim 9 is objected to because of the following informalities: the term "vender" should be replaced by term "vendor". Appropriate correction is required.

Claim Rejections - 35 USC § 102

7. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

8. Claims 1-4, 6 and 9 are rejected under 35 U.S.C. 102(e) as being anticipated by Dejaeger et al US Patent 6,456,981.

Claim 1:

As per claim 1, Dejaeger teaches a system comprising:

- *a moving image monitor for displaying in moving images advertising products and advertising information of chain stores selling the products (Dejaeger column 5, lines 22-30);*
- *a text advertising monitor for displaying advertising information of network products and chain stores selling the products stored in a wide disk (Dejaeger column 5, lines 22-30 and column 7, lines 15-21);*
- *a text advertising touchscreen including various icons for enabling the printing of coupons of specific network products and coupons offered by chain stores selling the products (Dejaeger column 5, lines 22-34 and column 4, lines 24-29).*

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- *a wide disk driver for providing advertising images to the text advertising monitor and outputting a coupon print signal for printing coupons of network products and coupons offered by chain stores selling the products after advertising information is searched by a user operating the text advertising touchscreen (Dejaeger column 7, lines 14-23).*
- *a terminal system main body for providing advertising images to the moving image advertising monitor and outputting a coupon print signal for printing coupons of advertising products and coupons offered by chain stores selling the products after advertising information is searched by a user operating the moving image advertising touchscreen, and also providing shopping and general information and search images of this information as a touchscreen switch of the text advertising touchscreen is controlled to On, and outputting a shopping and general information print signal (Dejaeger column 5, lines 21-34 and column 8, lines 52-60).*
- *and a printer for receiving the coupon print signal and shopping and general information print signal from the wide disk driver and the terminal system main body, and performing a corresponding print operation (Dejaeger column 8, lines 52-60).*

Claim 2:

As per claim 2, Dejaeger teaches the system of claim 1 as described above. Dejaeger further teaches *wherein the terminal system main body provides search images of chain stores and products sold by the chain stores to a touchscreen monitor, and if the touchscreen switch of the text advertising touchscreen is On, outputs a coupon print signal for printing a coupon (Dejaeger column 5, lines 21-30 column 8, lines 52-60).*

Claim 3:

As per claim 3, Dejaeger teaches the system of claim 1 as described above. Dejaeger further teaches *wherein the terminal system main body is connected to a server via an ADSL, a DSU, a communications model and a communications network to establish a multi-image advertising network, the*

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server having a database of advertising information and shopping and general information displayed on the moving image advertising monitor and the text advertising monitor (Dejaeger column 5, lines 21-30 and lines 58-63).

Claim 4:

As per claim 4, Dejaeger teaches the system of claim 1 as described above. Dejaeger further teaches *wherein the terminal system main body displays the advertising information displayed on the moving image advertising monitor simultaneously on the text advertising monitor up until the text advertising touchscreen is controlled to On (Dejaeger column 5, lines 21-30).*

Claim 6:

As per claim 6, Dejaeger teaches the system of claim 1 as described above. Dejaeger further teaches *wherein the printer prints coupons of advertising products and chain stores selling the products displayed on the moving image advertising monitor and the text advertising monitor, and selected shopping and general information displayed on the text advertising monitor (Dejaeger column 5, 21-30 column 8, lines 52-60).*

Claim 9:

As per claim 9, Dejaeger teaches the system of claim 1 as described above. Dejaeger further teaches *wherein one or more of a receipt vender, a public telephone card vendor, a public transportation card vendor and recharger, and a credit card vendor is provided in the terminal system main body (Dejaeger column 9, line 55-column 10, line 3 column 10, lines 47-53).*

Claim Rejections - 35 USC § 103

9. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

10. Claim 5 is rejected under 35 U.S.C. 103(a) as being unpatentable over Dejaeger et al. US Patent 6,456,981 in view of DeLapa et al US Patent 6,076,068.

Claim 5:

As per claim 5, Dejaeger teaches the system of claim 1 as described above. Dejaeger does not teach *wherein the wide disk driver displays the advertising information displayed on the text advertising monitor simultaneously on the moving image advertising monitor if communications between the terminal system main body and the server are cut off*. However, DeLapa discloses a coupon delivery system in column 1, lines 14-21 and further discloses "The computer system is preferably a network server interconnected with a plurality of kiosks by either a local area network or a wide area network. If the communication link between one or more of the kiosks and the computer system is non-functional, the kiosk computer is programmed to format images of a set of default coupons. This allows users to receive coupons from the kiosk even if the network server or network is non-functional, in order to avoid disappointment to the customer." (DeLapa column 5, lines 48-56). Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention for Dejaeger to add wide disk driver displaying the advertising information displayed on the text advertising monitor simultaneously on the moving image advertising monitor if communications between the terminal system main body and the server are cut off. One would have been motivated to continue displaying advertisements or images

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when the server and terminal main body are cut off in order to prevent the customer from becoming disappointed and avoid losing revenue or business.

11. Claims 7 and 8 are rejected under 35 U.S.C. 103(a) as being unpatentable over Dejaeger et al US Patent 6,456,981.

Claim 7:

As per claim 7, Dejaeger teaches the system of claim 1 as described above but does not teach *wherein a pagerphone is connected to the terminal system main body*. However, it would have been obvious to one of ordinary skill in the art at the time of the invention of Dejaeger to add a pagerphone to the terminal main body because the terminal is a computer, which has peripherals for example, a printer is connected or attached to the terminal main body. Similarly, modern computers are attached or connected to phones or phone lines such as dial-up or broadband Internet services.

Claim 8:

As per claim 8, Dejaeger teaches the system of claim 1 as described above, but does not teach *wherein a DVD for providing images is connected to the terminal system main body*. However, it would have been obvious to one of ordinary skill in the art at the time of the invention of Dejaeger to include a DVD for providing images connected to the terminal system main body by using a mass storage device and a promotion database in order to store and provide images to customers at the terminal system.

Conclusion

12. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- De Leo et al., US Patent 6,381,626 B1 teaches a system for providing messages to automated terminal users for display during processing of transactions.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Matthew L. Hamilton whose telephone number is (571) 270-1837. The examiner can normally be reached on Monday-Friday 7:30a.m-5p.m EST alt Fridays off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Matthew Hamilton
Patent Examiner
August 27, 2007



James W. Myhre
Primary Patent Examiner